

The Ad "Jungle" was used for Ad #504, registration #91896. The Ad ran in TV Guide in 1974.

Ad No. 504—Hawaii, New Pacific Time—Reg. No. 91896—Page, 4/7—Ad # 1274 back—Newspaper Supplement, 1974
Product U.S.A.



1. Jungle John Wagner claimed he'd be lost without his hand-carved, rhino-tusk cigarette holder. He found it gave him clearer taste.



2. No need for a cigarette holder today. You've got Parliament. The recessed filter is tucked back, away from your lips.



3. With Parliament, you never taste the filter. Just rich, clean tobacco flavor. The hunt is over.

Parliament. The recessed filter cigarette.



Now in bright new packs.

King "Long" 7's. Reg. marked.
100's 11 mg. tar, 1.1 mg. nicotine
per cigarette, "11's" Reg. mark 7's.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

